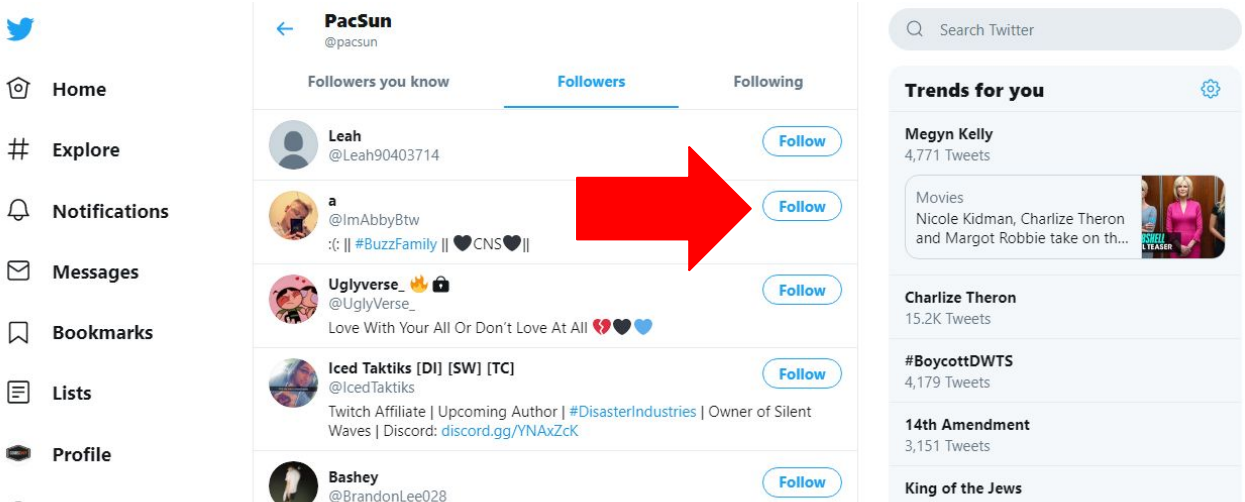
Grow Your Twitter Following

Connect With People in Your Niche

➢ Find the top 5-10 competitors in your field and click on the FOLLOWERS link on their profile.

Grow Your Twitter Following

- Follow these Twitter users that already follow your competition!
- By following these users and engaging (liking/replying) with their Tweets… I get a **30% follow back rate!** Every 7-10 days I will unfollow everyone to keep my “FOLLOWING” number low.



Local Businesses on Twitter

Connect With People Near Your Location

- When using Twitter search, select the "Search filters" option **"Location → Near you"** to only show posts and people near you. This is great for engaging with local potential clients that are using keywords relevant to your business in their tweets.

Grow Your Twitter Following

ENGAGE!

- Don't just Tweet at your following—***Tweet with them!*** You should begin tweeting, **retweeting**, replying, and interacting with your potential customers daily. Consistency is key!
- Read your Followers conversations. Add in your opinion occasionally to let them know a real person is behind your Twitter account! **ADD VALUE!**
- Follow anyone who mentions your brand. Thank them for their compliments or help them with their concerns. This public customer service is GREAT for ongoing marketing/SEO!
- Follow anyone who talks about your industry and show why you are an authority.
- Comment on relevant Tweets (i.e. Tweets mentioning relevant hashtags and keywords).
- Tag other people and brands in Tweets if what you are saying is relevant and/or valuable to them.
- **It's all about creating relationships and building trust in those relationships!**

Best Time to Tweet

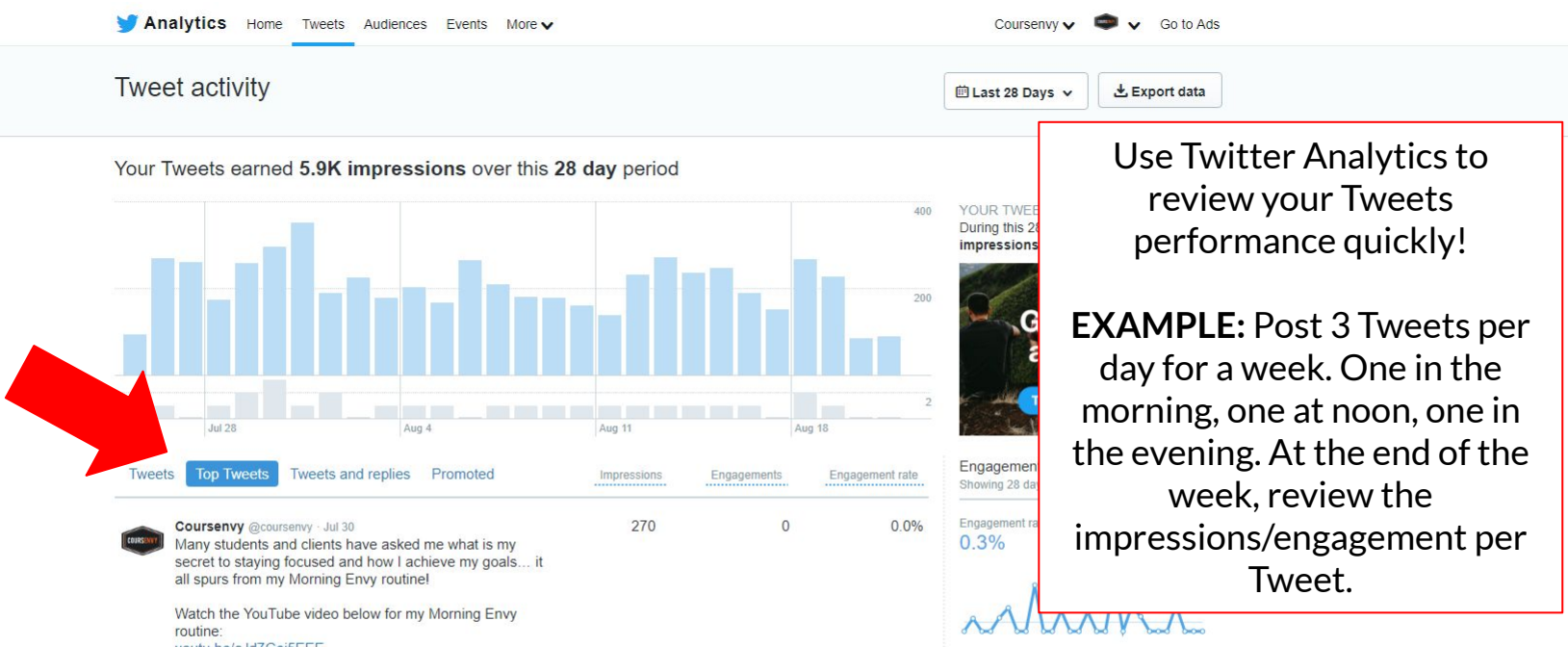
- From my research with my Coursenvy ad agency clients, Twitter users seem to **start and end their day on Twitter**.

- The highest Tweet engagement for my clients occur at 7-8am and 10-11pm. I also see spikes around noon.

- Test your audience engagement at these varying times by scheduling your Tweets to see what time is best for your niche. I use Later.com or HootSuite.com for my automatic Tweet posting/scheduling.

Twitter Analytics

https://analytics.twitter.com



Use Twitter Analytics to review your Tweets performance quickly!

EXAMPLE: Post 3 Tweets per day for a week. One in the morning, one at noon, one in the evening. At the end of the week, review the impressions/engagement per Tweet.

Grow Your Twitter Following

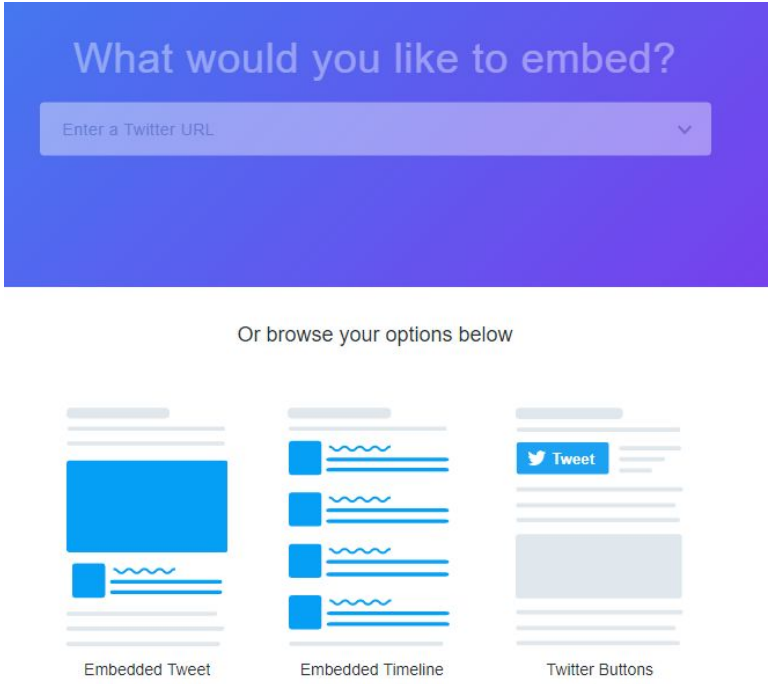
Cross-Promote and Gain Followers from your Website

- Embed a Tweet, Timeline, or Twitter button right on your website OR email signature!

  https://publish.twitter.com

- Share your Twitter URL on your other social media accounts. Share your Twitter username in your store, on your menu, etc. SHARE SHARE SHARE! For example, I will cross-promote contests I am running on one platform (i.e. Twitter) via my Instagram, Facebook, Pinterest, etc.

- Ask for what you want!
  FOLLOW ME: twitter.com/coursenvy



Grow Your Twitter Following

Share a Link Back to Your Website

- Try to include a link (and Call to Action to click that link) to your website in every Tweet to help with your ***list building***!
- List building can be done via email capture (when you make a sale or offer something free in exchange for an email address) with apps like MailChimp or LeadPages. Learn more at: www.coursenvy.com/what-is-a-landing-page

OR

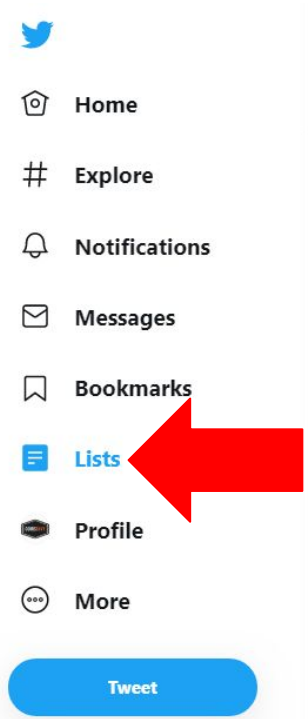
- List building can be done via a Twitter Audience "website tags". When people visit your website (and have a Twitter account), they will be tracked and added to your audience which you can then retarget to via Twitter ads.

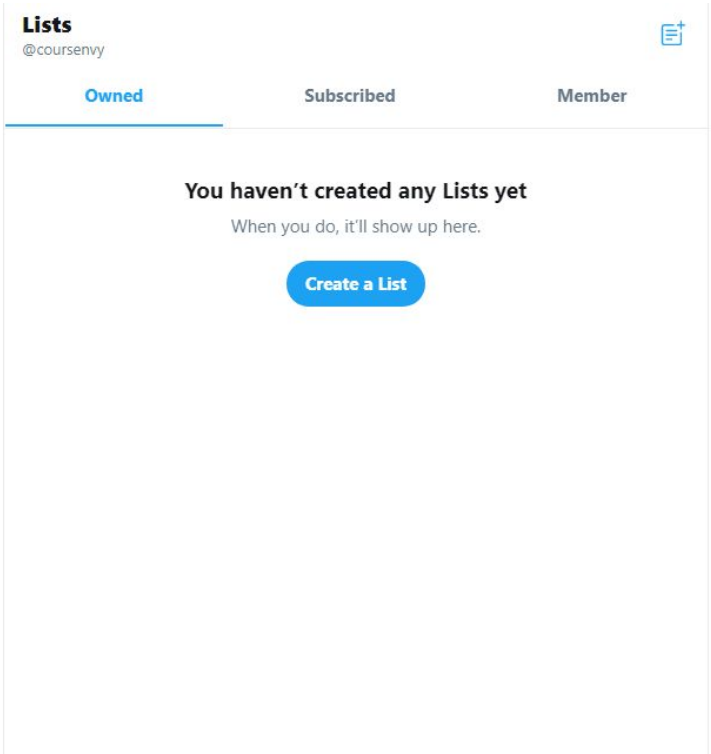
Twitter Audiences 101:
https://business.twitter.com/en/help/campaign-setup/campaign-targeting/tailored-audiences/TA-from-web.html

Grow Your Twitter Following

Make Use of Twitter Lists

- A Twitter List is a group of Twitter accounts individual Twitter users can create.

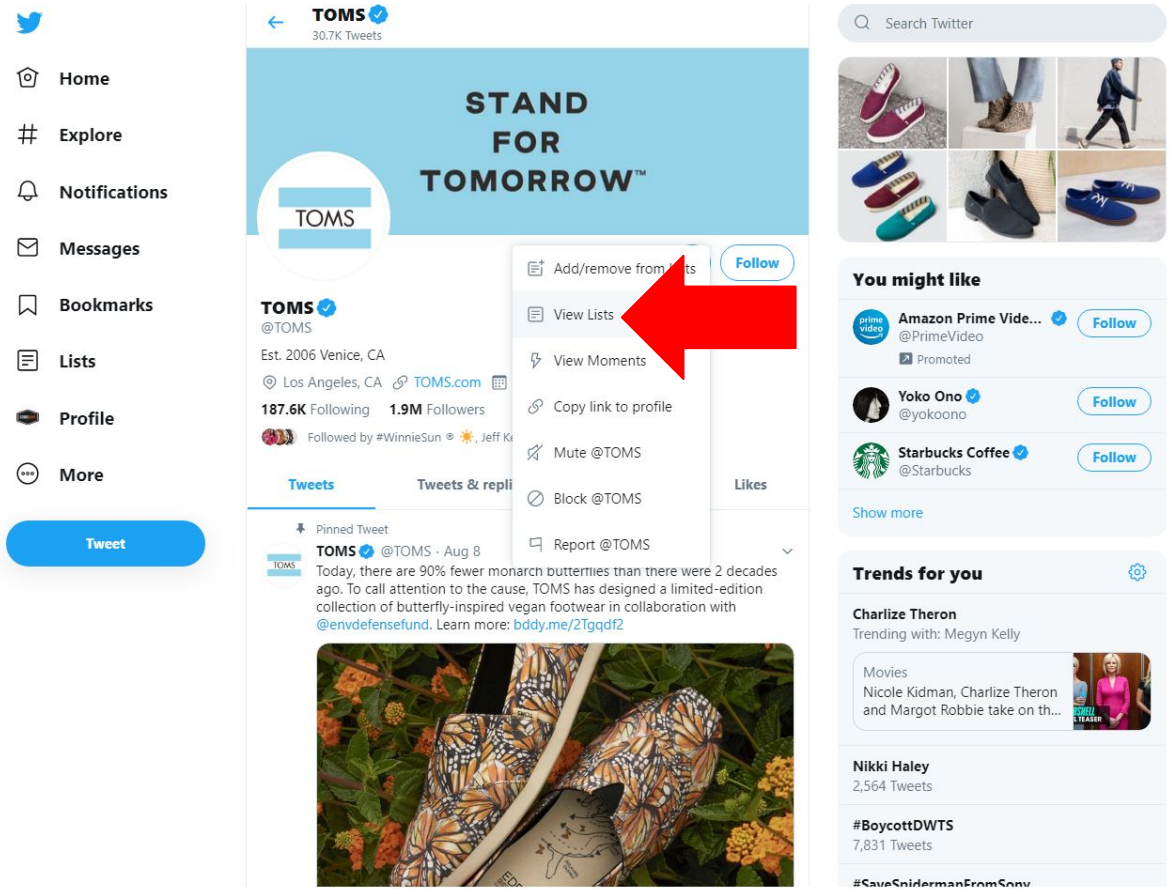




Twitter Lists

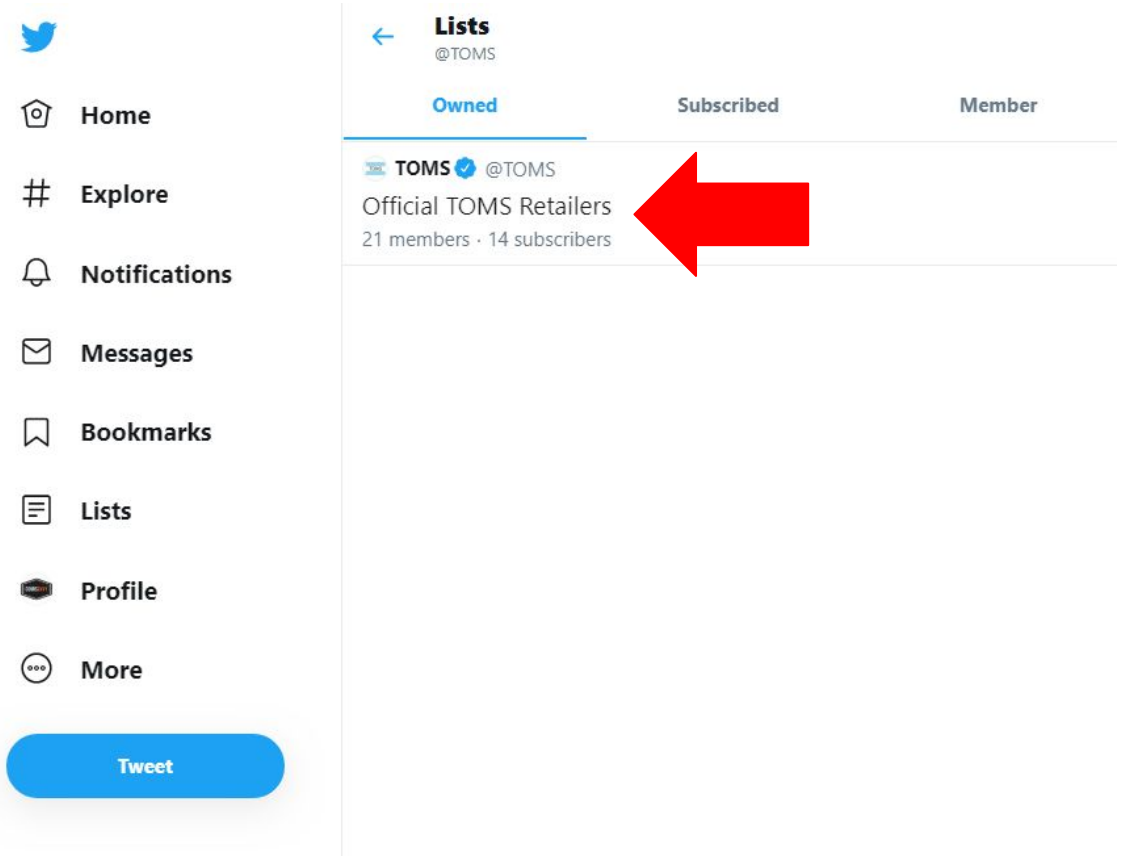
When on a Twitter profile, click the ••• menu option next to the "Follow" button.

Select the "View Lists" option in the dropdown menu.



Twitter Lists

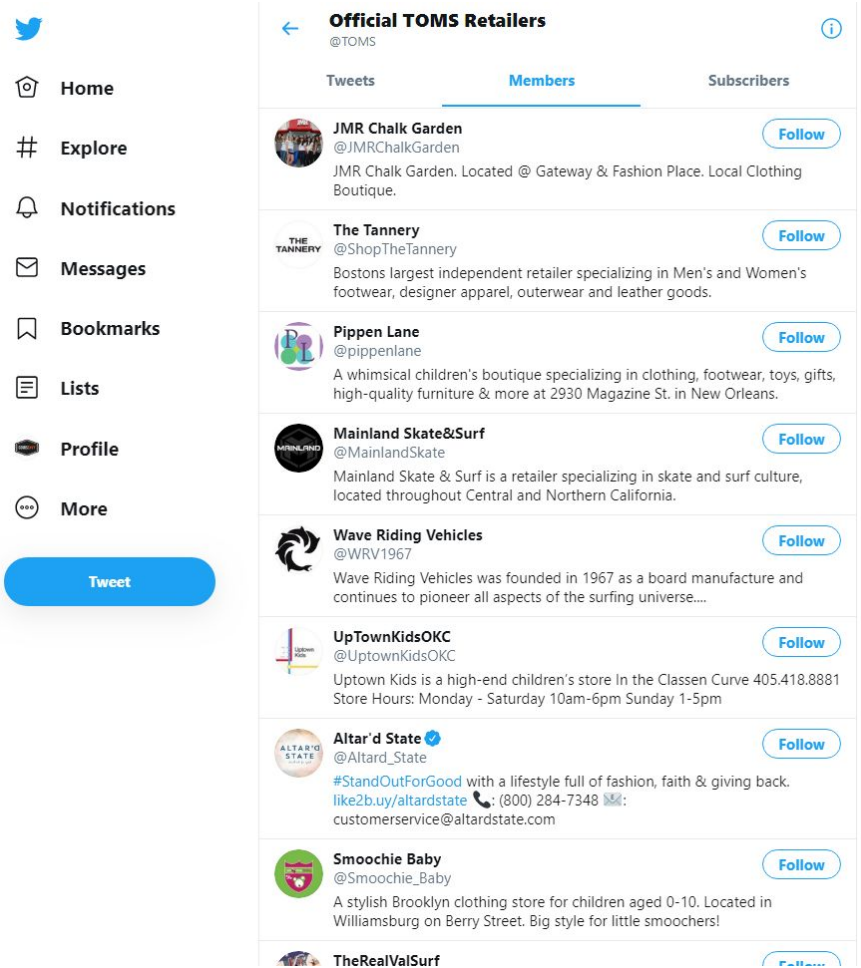
Click on a List owned by this user.



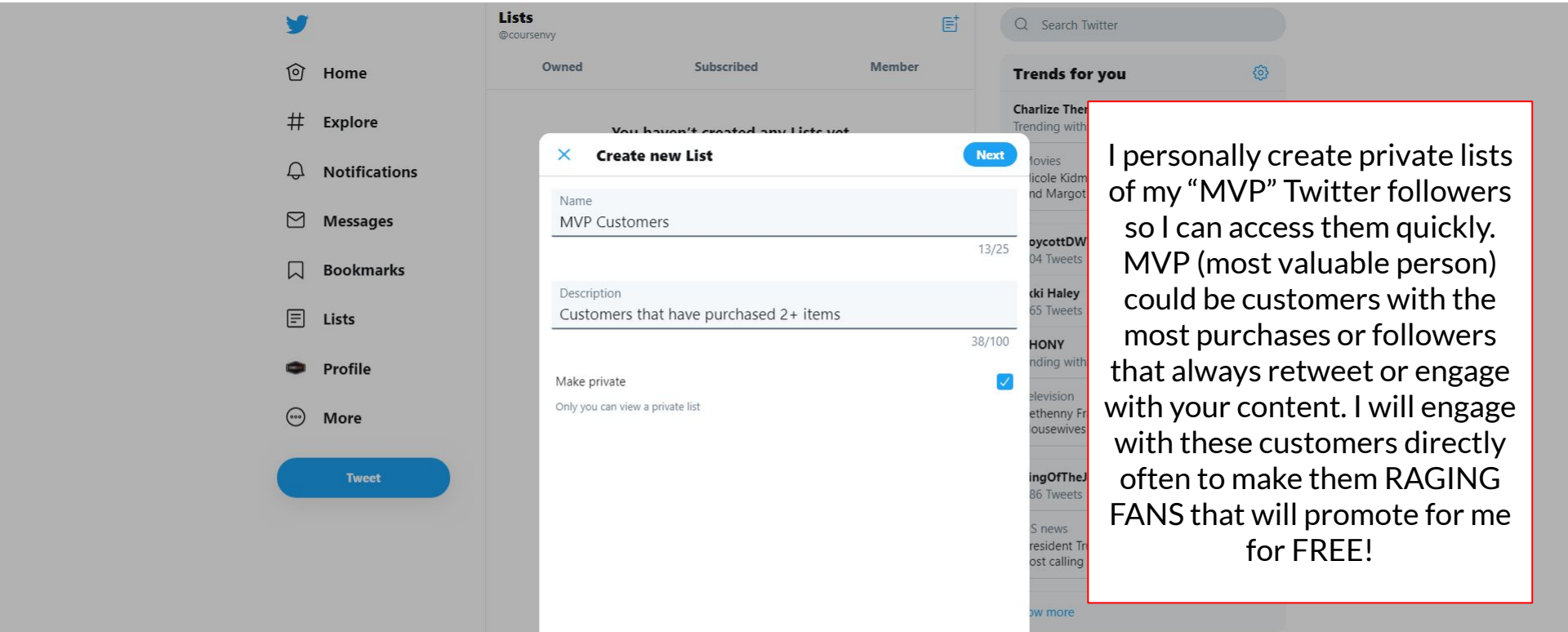
Twitter Lists

Many companies create lists like this “Retailer List” example to help their customers find their product… but I will use this list as potential business partners for my client that sells shoes!

- Research Twitter Lists your competitors have already created to see if they have done any work for you!


Home
Explore
Notifications
Messages
Bookmarks
Lists
Profile
More
Tweet
Official TOMS Retailers
@TOMS
Tweets
Members
Subscribers
JMR Chalk Garden
@JMRChalkGarden
Follow
JMR Chalk Garden. Located @ Gateway & Fashion Place. Local Clothing Boutique.
The Tannery
@ShopTheTannery
Follow
Bostons largest independent retailer specializing in Men's and Women's footwear, designer apparel, outerwear and leather goods.
Pippen Lane
@pippenlane
Follow
A whimsical children's boutique specializing in clothing, footwear, toys, gifts, high-quality furniture & more at 2930 Magazine St. in New Orleans.
Mainland Skate&Surf
@MainlandSkate
Follow
Mainland Skate & Surf is a retailer specializing in skate and surf culture, located throughout Central and Northern California.
Wave Riding Vehicles
@WRV1967
Follow
Wave Riding Vehicles was founded in 1967 as a board manufacture and continues to pioneer all aspects of the surfing universe....
UpTownKidsOKC
@UptownKidsOKC
Follow
Uptown Kids is a high-end children's store In the Classen Curve 405.418.8881 Store Hours: Monday - Saturday 10am-6pm Sunday 1-5pm
Altar'd State
@Altard_State
Follow
#StandOutForGood with a lifestyle full of fashion, faith & giving back. like2b.uy/altardstate : (800) 284-7348 : customerservice@altardstate.com
Smoochie Baby
@Smoochie_Baby
Follow
A stylish Brooklyn clothing store for children aged 0-10. Located in Williamsburg on Berry Street. Big style for little smoochers!
TheRealValSurf

Twitter Lists



I personally create private lists of my “MVP” Twitter followers so I can access them quickly. MVP (most valuable person) could be customers with the most purchases or followers that always retweet or engage with your content. I will engage with these customers directly often to make them RAGING FANS that will promote for me for FREE!

Grow Your Twitter Following

Host a Contest

- Hosting a “Retweet to Win” contest is one of my favorite ways to boost my clients following.
- Simply write a short Tweet description about the contest and add a photo.

EXAMPLE: “Want to win a FREE XYZ PRIZE! To enter, simply FOLLOW US and RETWEET THIS! That’s it! #contest #giveaway #win #BRANDname

- Promote this contest with a Twitter Ad to reach the maximum users!

Grow Your Twitter Following

Work With an Influencer

- A Twitter influencer is any user who has followers that you want! Create a list of these potential influencers for your niche and then reach out to them to collab.
- Depending on the influencers following size, their charge will vary. Always try bartering a free product or service in exchange for a Tweet/Retweet first.

Influencer Marketing 101: https://blog.hootsuite.com/influencer-marketing

15 of the Top Free Influencer Marketing Tools:
https://influencermarketinghub.com/15-free-influencer-marketing-tools-to-find-influencers

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